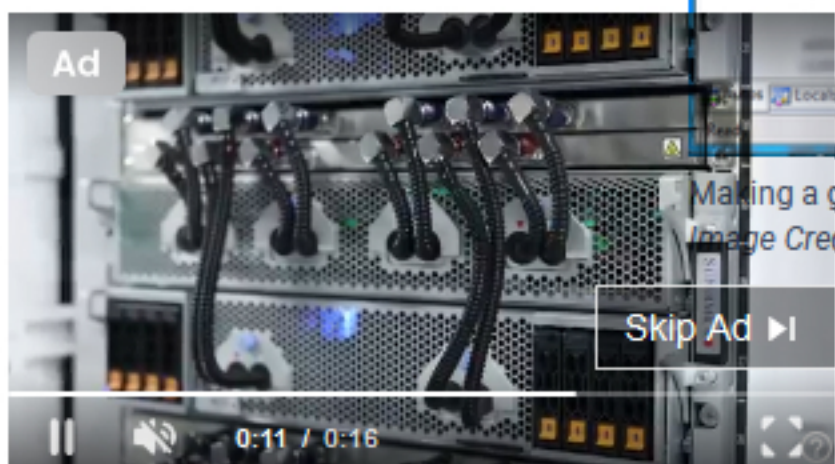
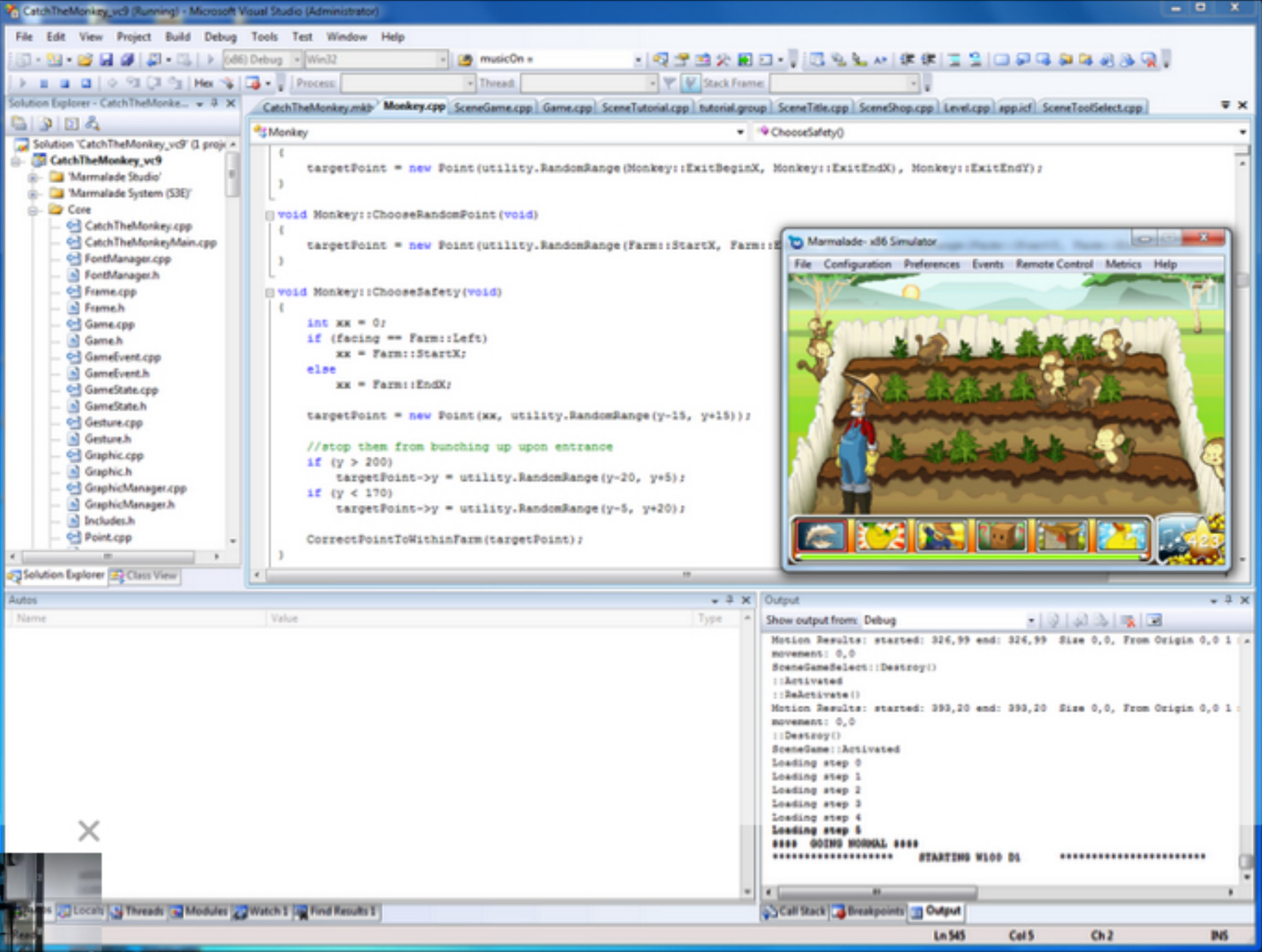


Marmalade game-development tool gets \$2M in funding

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The business of enabling anyone to build a game is a lucrative one, and that has led to one of the upstart tool makers getting an injection of cash.

Marmalade Technologies, the company responsible for the Marmalade development kit, announced today that it has raised \$2 million in funding. Capital firm Bloc Ventures led the round. The company expects this will help it get its tools out in front of more developers.



Game development has shifted to a model where just about everyone works from an existing set of tools. While major publishers, like Electronic Arts and Bethesda, have one or two internally developed engines that they run all their games on, indie studios have rapidly adopted a handful of widely available software kits. These include Unity, Unreal, and Cocos2Dx.

Games built with Marmalade — for PC, console, and mobile — include the following:

- Peggle
- Cut the Rope
- Draw Something
- Godus
- Lara Croft and the Guardian of Light
- Need for Speed: Shift

Now, Marmalade is working to make that list grow.

In a statement, Marmalade chief executive Harvey Elliott said that his entire time is “focused” on their “growth plans for the next 12 months.” And the \$2 million will help Marmalade accomplish that.

Specifically, Marmalade plans to use the influx of cash to acquire new development customers and to expand the products it offers. The company is also interested in further growing into international markets.

Bloc Ventures managing partner Bruce Beckloff said that Marmalade’s achievable goals over the near term is one of the biggest reasons he chose to invest.

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